

INTERNATIONAL SEARCH REPORT

International application No.

PCT/NZ2004/000183

A. CLASSIFICATION OF SUBJECT MATTER

Int. Cl. 7: G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

DWPI, PCT, USPTO, internet (advertising, media, placement, avail, spot, slot, optimise, reach, exposure, daypart, SuperMidas, X*Pert, SpotOn, etc.)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	Atul Phadnis, <i>Let there Be Optimisers</i> , as archived 2 May 2003 http://web.archive.org/web/20030502181353/www.tamindia.com/optimiser1.htm the whole document	1-52
X	US 6,338,043 B1 (MILLER), 8 January 2002 the whole document	1-52
X	<i>Conference Transcript: Modern Concepts in Media: Optimizers</i> , October 1998 http://www.tvb.org/events/transcripts/981014/981014-opt.asp the whole document	1-52
A, P	US 2003/0229536 A1 (HOUSE et al), 11 December 2003 the whole document	1-52

☒ Further documents are listed in the continuation of Box C☒ See patent family annex

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent but published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search
17 November 2004

Date of mailing of the international search report

23 NOV 2004

Name and mailing address of the ISA/AU

AUSTRALIAN PATENT OFFICE
PO BOX 200, WODEN ACT 2606, AUSTRALIA
E-mail address: pct@ipaaustralia.gov.au
Facsimile No. (02) 6285 3929

Authorized officer

MATTHEW HOLLINGWORTH
Telephone No : (02) 6283 2024

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2002/019058 A2 (FREEADSERVICE.COM), 7 March 2002 the whole document	1-52
A	US 2001/0020236 A1 (CANNON), 6 September 2001 the whole document	1-52
A	US 2003/0105660 A1 (WALSH et al), 5 June 2003 the whole document	1-52

INTERNATIONAL SEARCH REPORT

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Information on patent family members

PCT/NZ2004/000183

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member			
US	6338043	CA	2291199		
US	2003229536	NONE			
WO	0219058	AU	85317/01		
US	2001020236	AU	30809/99	US	6286005
				WO	9946719
US	2003105660	NONE			
Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.					
END OF ANNEX					